

# INFORMATION AND COMMUNICATION SERVICES NIH - TASK ORDER

RFTOP# 14 TITLE: Underage Drinking Prevention  
Public Education Campaign SAMHSA No. 277-01-6074

## PART I – REQUEST FOR TASK ORDER PROPOSALS

### A. POINT OF CONTACT NAME: **Kristen A. Mistichelli, MPA**

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Proposal Address: Billing Address: (Same)  
Substance Abuse and Mental Health Services Administration  
Division of Contracts Management, OPS  
5600 Fishers Lane, Rockwall II Bldg., Room 640  
Rockville, Maryland 20857

B. PROPOSED PERIOD OF PERFORMANCE: One year base period with two one-year options, commencing on or about 09/30/2001 – 09/29/2002.

C. PRICING METHOD: Cost Plus Fixed Fee, Incrementally Funded

D. PROPOSAL INSTRUCTIONS: Proposals should in hard copy to the address above. The technical proposal should be submitted as original and 6 copies. The business proposal should be submitted as an original and two copies. IN ADDITION TO THE HARD COPY, you are encouraged to submit an electronic copy of your proposal to [Kmistich@samhsa.gov](mailto:Kmistich@samhsa.gov). If you use e-mail, please enter, in the subject line, the following text, “277-01-6074 – Proposal.”

E. PROPOSAL RESPONSE DUE DATE: July 27, 2001 at 4:30PM local time.  
Questions regarding this solicitation should be submitted in hard copy (fax) and email copy not later than July 19, 2001.

### F. TASK DESCRIPTION:

#### I. **Project Description**

The purpose of this contract is to provide support to the Substance Abuse and Mental Health Administrations (SAMHSA) Center for Substance Abuse Prevention's (CSAP) alcohol use and abuse component (further referred to as the Underage Drinking Prevention Public Education Campaign) of the Centers for Disease Control and Prevention's (CDC) National Youth Media Campaign to Change Children's Health Behaviors. SAMHSA/CSAP working in collaboration with CDC, will plan, implement, and evaluate an information and education campaign at the local level to reach and influence attitudes of youth, ages 9 through 13, about alcohol use and abuse.

#### II. **Background:**

##### A. Background Information

Young people begin to take risks and experiment as they transition from childhood to adulthood. Without support and guidance, some young people may engage in behaviors that place them and others at risk. These behaviors may include the use of alcohol. According to

the most recent SAMHSA National Household Survey on Drug Abuse (NHSDA), the rate of current alcohol use among youths 12 to 17 and the general population has remained relatively flat for the past several years. According to national trend data in 1999, 19 percent of youth age 12-17 reported that they drank at least once in the past month and 52 percent of Americans age 12 and older reported current alcohol use. In 1999, 7.8 percent of youths age 12-17 reported past month binge drinking and 3.6 percent reported past month heavy alcohol use.

The average age when youth first try alcohol is 11 years for boys and 13 years for girls, but some start even younger. By the time they are high school seniors, more than 80 percent have used alcohol and approximately 64 percent have been drunk (National Institute on Drug Abuse, 1998). According to the National Institute on Alcohol Abuse and Alcoholism (NIAAA) research in 1998, adolescents who begin drinking before age 15 are four times more likely to develop alcohol dependence than those who begin drinking at age 21.

Research shows that parents/families are the major influence on youth's drinking behavior. Families may increase the risk of youth drinking by a lack of communication with the youth, a lack of monitoring the youth's behavior, and the involvement of the youth in their own drinking behavior. Recent studies by the Department of Justice show that most youth get their alcohol from the home.

It is important to note that while underage drinking occurs across all geographic, racial, and ethnic boundaries, there are numerous disparities between adolescent males and females alcohol use. For example, boys tend to drink more heavily and more often than girls, and face more drinking-related problems as a result (J.E. Donovan, NIAAA, 1996). Teenage boys who drink also take more risks than girls. They are more likely to engage in binge drinking, to drink before or during school, to use marijuana in conjunction with alcohol, and to drink and drive (P. Ellickson, 1996). There are also key differences in alcohol consumption among different cultural groups. White, non-Hispanic boys and girls ages 12 to 17 report higher levels of lifetime, past year, and past month alcohol usage than Hispanic and African American boys and girls (1999 NHSDA). White non-Hispanic children also tend to hold more favorable beliefs about alcohol than African American children (M.R. Gillmore, 1998).

Given these statistics, it is clear that underage drinking is a serious national problem with many causes and no simple solution. It is also clear that the epidemic of youth drinking impacts all American communities. A lasting solution will require that these communities build broad networks of prevention partners. It also will require that communities learn to identify and change those norms that encourage underage drinking and thus help create healthy environments in which young people can grow. Each community must undergo a process of self-examination; analyze the messages, behaviors, and standards it promotes and tolerates; and then mobilize the community to change those norms that allow, or even encourage, youth to drink.

The purpose of this contract is to provide support to the Substance Abuse and Mental Health Administration (SAMHSA) Center for Substance Abuse Prevention's (CSAP) alcohol use and abuse component (further referred to as the Underage Drinking Prevention Public Education Campaign) of the Centers for Disease Control and Prevention (CDC) National Youth Media Campaign to Change Children's Health Behaviors. SAMHSA/CSAP working in collaboration with CDC, will plan, implement, and evaluate an information and education campaign at the local level to reach and influence attitudes of youth, ages 9 through 13, about alcohol use and abuse. This shall be accomplished through the goals, objectives, and tasks listed in this performance work statement.

## B. Goal/Objectives

Recent studies have shown that the same risk and protective factors affect youth use of alcohol, tobacco, and illicit drugs. Thus materials and messages will focus on those identified protective and risk factors for targeted youth. Each campaign element will be developed based on techniques found by best-practices research to be successful in effecting behavior change in the target population.

### **Goal**

To decrease risk factors associated with underage drinking by increasing knowledge and skills of youth ages 9-to 13, and their parents and other caregivers in addressing underage drinking issues.

### **Objectives:**

Increase youth's (ages 9- to 13 year old) perception of harm of alcohol use, specifically underage use.

Increase parental communication with youth about alcohol use.

Increase parental monitoring of youth activity.

Increase public disapproval of underage drinking.

Increase public awareness and discussion about underage drinking.

Increase availability of culturally competent underage drinking messages and materials for youth, their parents, and other caregivers in their communities.

## **III. Scope**

### 1. General Requirements

The Contractor shall develop and implement a national public education/media campaign to reduce the use of underage drinking and to increase knowledge and skills of youth ages 9-to 13 that foster good health over a lifetime.

Independently, and not as an agent of the government, the contractor shall furnish the necessary labor, materials, supplies, equipment, and services to plan, develop, test, produce and disseminate this national public education campaign.

The Contractor shall develop collaborative working relationships with key national partners and stakeholder organizations who are CSAP/SAMHSA constituents and who have large state and local affiliate organizational infrastructures. This shall achieve maximum public education message coverage.

All work under this contract shall be performed under the general guidance and technical monitoring of the CSAP Task Order Officer and designated team members.

The Contractor shall allow adequate time for review, approval and clearance procedures at appropriate Government levels and stay within established timelines.

All materials (e.g. web design, brochures, booklets, PSAs, etc.) shall receive the required HHS/SAMHSA/CSAP clearances and be approved by the Task Order Officer before they are finalized for printing, duplication, and distribution.

All products produced under this contract shall be the property of the U.S. Government - the Substance Abuse and Mental Health Services Administration.

All products produced under this contract shall include a legend of SAMSHA sponsorship approved by the Task Order Officer.

## 2. Specific Requirements

### Program Marketing & Communications

#### Task I-Orientation and Work Review Meetings

(a) Five days after the effective date of the task order, the Contractor shall meet with the Task Order Officer and the campaign team to discuss the specific tasks of the contract, scheduling and other timeline issues.

(b) A minimum of 24 face-to-face meetings between the Contractor, the Task Order Officer and the team can be expected during the course of the first year. In the early planning stages, and the formative evaluation stage, there will be a need for daily contact with the Task Order Officer and/or the appropriate team members. While the campaign will be planned with input from a number of individuals, partners and the target audience, the Task Order Officer shall have final approval on all plans with input from the team.

(c) The Contractor and any subcontractors shall be required to attend any CSAP sponsored trainings on CSAP procedures such as the clearance process, the concept to dissemination process, National Clearinghouse for Alcohol and Drug Information (NCADI) procedures and CSAP style guidelines on plain language, cultural competence, health communications or others deemed necessary.

#### Task II-Strategic Marketing Communication Plan

This plan will:

(a) Describe the overarching goals of the campaign, the short- and long-term measurable objectives, the general methodologies including target audiences, messages, and channels to be employed in the campaign to achieve the objectives; and the ways in which assessment of campaign effectiveness may be determined.

(b) Present a review of literature including commercial literature, articles, research reports and others that provide a profile of 9- 13 year olds alcohol use patterns and attitudes, influences of parents, media, entertainment, and advertising on their attitudes, identify different segmentations of youth as it relates to underage use and related factors, identify evidence-based techniques for reaching youth, and outline findings of "what works" for successful marketers who target this age group.

(c) Describe any environmental factors that have relevance to the campaign, identify potential message strategies for the audiences including appeals, tone, channels and mediums, and describe methods of obtaining input from youth and other participants.

- (d) Identify the specific roles of parents/caregivers, community gatekeepers, and the role of national level stakeholder organizations and their state/local affiliates in the overall process for creating national reach and sustainability.
- (e) Identify existing materials and recommend new materials that may be indicated to facilitate the roles to be played by national partners and collaborators in rolling the campaign out at the community level. This may include training and technical assistance services and appropriate materials.
- (f) Present recommendations for campaign design, development and implementation.
- (g) Present a recommended list of communications and media experts to serve as reviewers and potential expert panel members.
- (h) Present promotion plans including specific media activities and other strategies to obtain positive media exposure and awareness of the campaign and lend credibility to the program for influencers, key stakeholders, and potential partners.
- (i) Describe how the Contractor shall work with the Evaluation Contractor throughout the period of performance of this contract. This shall include modifying the plan throughout the process as necessary.

#### Task III- Campaign Committees, Panels, Plans Boards

- (a) To preview campaign plans, involve key partners, and enlist the participation of the target audience in the planning process, the Contractor shall under the direction of the Task Order Officer and the team members, establish committees and convene panels and plans boards meetings as an ongoing part of campaign planning. These committees, panels, plans boards or other structures shall be composed of key partners identified by CSAP, expert reviewers, and members of the target audience.
- (b) The Contractor shall convene during year one, a maximum of six meetings of committee members, expert panels, and National partners. Participants will provide input into campaign planning and proposed campaign strategies. For each meeting, the Contractor shall locate and contract for meeting site in the Washington, D.C. metropolitan area; pay for up to 10 non-government attendees travel and per diem; and provide other logistical support. The meetings shall last no more than 3 (three) days including travel time. The participating members, travel requirements, functions and level of involvement will be determined early in the planning phases of the campaign based on the approval of the Task Order Officer and team members. Consultant Fees (stipends) should not exceed \$350 unless approved by the Task Order Officer and Contracting Officer. Note to Offerors: consultant fees in excess of \$350 may be proposed by the offeror and negotiated into the contract.
- (c) The Contractor shall provide an on-site staff writer to record the group proceedings and a subsequent detailed summary report of the proceedings from each meeting. A summary draft shall be delivered to the Task Order Officer for review within seven work days after the group meeting and the final, revised report shall be due no later than one week after receipt of the reviewed copy. The Contractor shall send copies of the final proceedings to working group participants and to CSAP/SAMHSA representatives.

#### Task IV- Design, testing and evaluation of campaign products

- (a) The Contractor shall implement the overall strategic marketing communication plan developed in Task II.
- (b) The Contractor shall prepare draft concepts and copy for all campaign materials proposed and approved in the overall communications plan. This may include (campaign logo and theme) print, radio and television material, posters, other audiovisual products, media kits, handbooks pamphlets, Web site maps, and related ancillary materials.
- (c) The Contractor shall pretest all copy themes, print, broadcast, and other media messages and materials in accordance with the accepted practices of health communications and commercial advertising. Approval to conduct the pretesting shall be obtained from the Task Order Officer. Such testing may include, but not be limited to focus groups, mall intercepts, theater testing, expert review, in-depth interviews, and pilot/field tests/partial launches. Focus group participants may be compensated in accordance with industry standards. All formative research shall identify the target audience using both traditional and commercial market research techniques and approaches. All products developed using photos or talents shall be 100 percent buyout (i.e., full ownership).
- (d) The Contractor shall produce formal reports on the results of the pretesting in a format suitable for dissemination to program personnel and other interested personnel. The reports shall include a summary of the methods, findings, conclusions, and recommendations. If requested, the Contractor shall submit audiotapes, transcripts, raw data, and data sets etc. in specified formats. The Contractor shall comply with all survey (OMB), human subjects (IRB), and Privacy Act guidelines (OMB clearance not anticipated at this time). These reports shall be due no later than two weeks after completion of the pretesting. Findings of the pretesting shall be incorporated into the final version of the materials which must be approved by the Task Order Officer and team members.
- (e) The Contractor shall prepare the documentation needed to obtain applicable clearances such as Publications Plan Clearances (PPC's) Audiovisual Clearances, and other clearances in accordance with SAMHSA /DHHS guidelines. No materials are to be released without these clearances.
- (f) After Task Order Officer and team members give approval, the Contractor shall produce materials according to industry standards of quality. Emphasis must be on economy and quality, with attention to federal guidelines (including CSAP's Style Guide) on printing.

#### Task V-Packaging and Distribution

The Contractor shall develop and submit a comprehensive plan setting forth suggested packaging of materials developed in Task IV and strategies to assure any materials produced are distributed widely, and in a timely manner. The Plan will:

- (a) Present recommendations for packaging, storing, and distributing campaign materials (including quantities, timelines, life expectancies, recipients, responsibilities, cost-effective mailing practices, postage and other costs)
- (b) Present a comprehensive list of channels by target audiences
- (c) Describe the coordination of activities with CDC, DHHS, and other national

stakeholders.

#### Task VI - Partnership Development

- (a) The Contractor shall convene a meeting with a maximum of 50 representatives of the national stakeholder organizations identified by CSAP, and other participants who may include but not be limited to State Incentive Grantees, members of their advisory boards, the National Prevention Network (NPN) public information and media committee, representatives of the National Association of State Alcohol and Drug Abuse Directors (NASADAD), the Community Anti-Drug Coalition of America (CADCA), Mothers Against Drunk Driving (MADD), the National Families Partnership/Parents in Action, and selected Federal partners. The contractor shall locate and contract for a meeting site in the Washington, D.C. metropolitan area; pay for non-government attendees travel, and per diem; and provide other logistical support for the meeting. The meeting shall last no more than 2 days including travel time.
- (b) The Contractor shall present the Strategic Marketing Communication Plan and get input and feedback from the participants of the meeting on the plan, with emphasis on input about the roles identified for the national stakeholders in campaign implementation.
- (c) The Contractor shall solicit input on the education, training, and collaborative needs of the stakeholders necessary to enable them to implement local campaigns and disseminate campaign messages and materials.
- (d) The Contractor shall develop an action plan outlining the resources, steps and other actions required.

#### Task VII-Training and Technical Assistance

- (a) The Contractor shall plan a series of a maximum of 6 trainings during year one for the key stakeholder organizations. The trainings will cover topics identified in the Strategic Marketing Communication Plan, specifically focusing on what was learned and outlined via the use of the integrated communication tactics (e.g., movie promotion campaigns, using ads, news media outreach, events, product tie ins, etc.) from commercial marketers that target the 9- 13 age group. The trainings will also identify how each campaign element will be based on techniques found by best practices research to be successful in effecting behavior change in the target population with emphasis on how the marketing practices for influencing the target audience and the best practices research can be integrated.
- (b) The Contractor shall provide education materials for the key stakeholder organizations identified in Task IV. This process shall follow after the creation and validation of the campaign's overall strategies, messages, and materials.
- (c) The Contractor shall provide on-site and off-site technical assistance and support services to each organization, provide orientation to local affiliates of the key stakeholder organizations on campaign materials and messages, and assist them in developing local adaptations based on their communities needs. This shall be a maximum of 50 days total.
- (d) The Contractor shall identify approximately 10 communities that shall serve as potential sites for formative research and effectiveness studies of these sites. Funds shall be set aside to support these 10 communities for approved activities. For

proposal preparation purposes ONLY, \$50,000 shall be budgeted for these activities for each of the 10 communities.

#### Task VIII-Implementation/Dissemination

Implementation of the campaign shall be based on the approved Strategic Marketing Communication Plan.

- (a) The Contractor shall plan and implement, providing all logistical support, an official public kickoff in Washington, D.C. before appropriate public and private officials representing diversified interest to give national visibility to the campaign, and SAMHSA's role in the overall CDC Youth Media Campaign - Leveraging Kids-Desire to Do the Right Thing.
- (b) The Contractor shall provide camera-ready campaign products for tagging where appropriate and assist stakeholder organization and other supporting groups in tailoring the products for the local campaigns.
- (c) The Contractor shall work closely with SAMHSA Web-site specialists to make sure that all materials are available for down loading.
- (d) The Contractor shall work closely with each partner group as identified in Task VI and other partners as specified by the Task Order Officer in identifying effective dissemination strategies and in assisting them in rolling out the campaign.

#### Task IX-Reporting Requirements

The following reports shall be submitted during the course of the contract.

- (a) Monthly Progress Report--The contractor shall prepare a narrative report briefly stating the progress made during the previous month. Specific areas of interest shall include the status of tasks, timeframes for completion of tasks, barriers if any, and how they were resolved. Monthly progress reports will be due on the 5<sup>th</sup> day of each month. The report shall not exceed 2 pages.
- (b) Quarterly Campaign Assessment Report--The Contractor shall prepare quarterly assessment reports based upon the Campaign Assessment and Quality Control Plan developed in the planning phase of the project. It will include a detailed analysis of all assessment activities such as media exposure tracking. Quarterly Campaign Assessment Reports will be due on the fifth day of every third month.
- (c) Journal Articles--Under the direction and approval of the Task Order Officer, the Contractor shall prepare two articles, approximately 10-20 pages in length describing the campaign and the lessons learned for two peer-reviewed journals, such as Health Education Quarterly, and Public Health Reports. The final manuscript shall be camera-ready and formatted for publication according to journal specifications.
- (d) Final Project Report--The Contractor shall submit to the Task Order Officer copies of a "best effort" draft final project report at least six weeks prior to completion of the period of performance. The report shall include an executive summary suitable for widespread distribution to those interested in the campaign, a summary of the results of the activities conducted during the performance of the contract, including problems encountered and their solutions as well as assessments results, and recommendations for



future campaigns of this scope. The Task Order Officer has 10 days for review and comments. The final revised report shall be submitted 1 week prior to the end of the period of performance.

### III. DELIVERY SCHEDULE

<u>DOMAIN</u>	<u>DESCRIPTION</u>	<u>DUE DATE</u>
<b>Program Marketing and Communication Tasks</b>	<b>Task I: Orientation and Work Review Meetings</b>	
	1. The contractor shall meet with the Task Order Officer and the campaign team to discuss the specific tasks of the contract, scheduling, and other timeline issues.	5 days after the effective date of the Task Order
	2. Face-to-face meetings between the Contractor, Task Order Officer, and the campaign team. A minimum of 24 during the course of the first year.	TBD
	3. The Contractor and any subcontractors shall be required to attend any CSAP sponsored training on CSAP procedures as listed in Task I of the statement of work.	TBD
	<b>Task II: Strategic Marketing Plan</b>	
	1. The Contractor shall develop the first draft of the strategic marketing plan as described in Task II of the statement of work.	30 Days after the effective date of the Task Order
	<b>Task III: Campaign committees, panels and plans boards</b>	
	1. The Contractor shall convene committee members, expert panels, and National partners for a maximum of six meetings during the first year.	TBD
	2. Summary drafts of these meetings shall be delivered to the Task Order Officer for review.	Within seven days after the group meeting
	3. Final revised meeting report shall be delivered.	No later than one week after receipt of the approved copy

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<u>DOMAIN</u>	<u>DESCRIPTION</u>	<u>DUE DATE</u>
<b>Program Marketing and Communication Tasks</b> (continued)	4.The Contractor shall send copies of the final meeting summary report to group participants and to CSAP/SAMHSA representatives. No. of copies TBD.	No later than one week a receipt of the approved c Send via email and hardc later than one week after of the approved copy.
	<b>Task IV: Design, testing, and evaluation of campaign products</b>	
	1. The Contractor shall implement the overall strategic marketing communications plan developed in Task II.	TBD - Upon approval of
	<b>Task V: Packaging and Distribution</b>	
	1. The Contractor shall submit a comprehensive packaging and distribution plan.	TBD
	<b>Task VI: Partnership Development</b>	
	1. Meetings (1)	TBD
	2. The Contractor shall develop an action plan outlining resources, steps, and other actions required.	TBD
	<b>Task VII: Training and Technical Assistance</b>	
	1. The Contractor shall plan a series of a maximum of six trainings during year one for the key stakeholder organizations.	TBD
	2. The Contractor shall provide education materials .	
	3. Off-site and on-site technical assistance.	TBD

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<u>DOMAIN</u>	<u>DESCRIPTION</u>	<u>DUE DATE</u>
<b>Program Marketing and Communication Tasks</b> (continued)	<b>Task Order VIII: Implementation/ Dissemination</b>	
	1. The Contractor shall plan and implement, providing all logistical support, an official public kickoff in Washington, D.C.	TBD
	2. The Contractor shall provide camera ready campaign products.	TBD
	<b>Task Order IX: Reporting Requirements</b>	
	1. Monthly Progress Reports	
	2. Quarterly Campaign Assessment Report	5 <sup>th</sup> day of each month 5 <sup>th</sup> day of every third month
	3. Journal Articles - two, at least 10-20 pages in length.	TBD
	4. Final Project Report	1 week prior to the end of the period of performance

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#### IV. PROPOSAL PREPARATION INSTRUCTIONS

##### INTRODUCTION

The following instructions will establish the acceptable minimum requirements for the format and contents of proposals. The Government requires a minimum acceptance period of 150 days. Special attention is directed to the requirements for technical and business proposals to be submitted in accordance with these instructions.

(1) Contract Type and General Clauses

It is contemplated that a cost-reimbursement plus Fixed Fee [completion] type contract, with options, will be awarded.

(2) Authorized Official and Submission of Proposal

The proposal must be signed by an official authorized to bind your organization and must stipulate that it is predicated upon all the terms and conditions of this RFP.

(3) Separation of Technical and Business Proposals

The proposal must be prepared in two parts: a "Technical Proposal" and a "Business Proposal." Each of the parts shall be separate and complete in itself so that evaluation of one may be accomplished independently of, and concurrently with, evaluation of the other. **The technical proposal shall not reference cost; however resource information, such as data concerning estimated number of labor-hours and categories, materials, subcontracts, including number of hours and labor mix, travel, etc., shall be contained in the technical proposal so that the offeror's understanding of the Statement of Work may be evaluated.**

However, the technical proposal should not include pricing data relating to individual salary information, indirect cost rates or amounts, fee amounts (if any), and total costs. The technical proposal must describe your technical approach in as much detail as possible, and include, but not be limited to the requirements of the technical proposal instructions.

(4) Confidentiality of Proposals

The proposal submitted in response to this request for proposals may contain data (trade secrets; business data, e.g., commercial information, financial information, and cost and pricing data; and technical data) which the offeror, including its prospective subcontractor(s), does not want used or disclosed for any purpose other than for evaluation of the proposal. The use and disclosure of any data may be so restricted; provided, that the Government determines that the data is not required to be disclosed under the Freedom of Information Act, 5 U.S.C. 552, as amended, and the offeror marks the cover sheet of the proposal with the following legend, specifying the particular portions of the proposal which are to be restricted in accordance with the conditions of the legend. The Government's determination to withhold or disclose a record will be based upon the particular circumstances involving the record in question and whether the record may be exempted from disclosure under the Freedom of Information Act:

Unless disclosure is required by the Freedom of Information Act, 5 U.S.C. 552, as amended, (the Act) as determined by Freedom of Information (FOI) Officials of the Department of Health and Human Services, data contained in the portions of this proposal which have been specifically identified by page number, paragraph, etc. by the offeror as containing restricted information shall not be used or disclosed except for evaluation purposes.

The offeror acknowledges that the Department may not be able to withhold a record (data, document, etc.) nor deny access to a record requested pursuant to the Act, and that the Department's FOI officials must make that determination. The offeror hereby agrees that the Government is not liable for disclosure if the Department has determined that disclosure is required by the Act.

If a contract is awarded to the offeror as a result of, or in connection with, the submission of this proposal; the Government shall have the right to use or disclose the data to the extent provided in the contract. Proposals not resulting in a contract remain subject to the Act.

The offeror also agrees that the Government is not liable for disclosure or use of unmarked data and may use or disclose the data for any purpose, including the release of the information pursuant to requests under the Act.

The data subject to this restriction are contained in pages (insert page numbers, paragraph designations, etc. or other identification)

In addition, the offeror should mark each page of data it wishes to restrict with the following legend:

"Use or disclosure of data contained on this page is subject to the restriction on the cover sheet of this proposal."

(5) Evaluation of Proposals

The Government will evaluate technical proposals in accordance with the criteria set forth in this RFP.

(6) Selection of Offerors

- a) The acceptability of the technical portion of each contract proposal will be evaluated by the technical review committee. The committee will evaluate each proposal in strict conformity with the evaluation criteria of the RFP, utilizing point scores and written critiques.
- b) The business portion of each contract proposal will be subjected to a cost and price analysis, cost realism, and management analysis, etc.
- c) The Contracting Officer will, in concert with program staff, decide which proposals are in the competitive range. Oral or written discussions are not anticipated, however, discussions may be conducted with all offerors in the competitive range. The Government intends to award this solicitation without discussions. Offerors are advised to present their best terms with their initial proposal. However, in accordance with the Technical Proposal Instructions, the Government reserves the right to conduct discussions if the Contracting Officer later determines them to be necessary. All aspects of the proposals are subject to discussions,

including cost, technical approach, and contractual terms and conditions. Final Proposal Revisions (FPRs) will be requested with the reservation of the right to conduct limited negotiations after FPRs. (Note: The Final Proposal Revision (FPR) replaces the Best and Final Offer (BAFO) effective January 1, 1998.)

- d) Cost Realism Analysis. In all competitive, cost reimbursement contracts a final cost-realism analysis will be performed taking into consideration the results of the technical evaluation, cost analysis, and ability to complete the work within the Government's required schedule. The Government reserves the right to make an award to the best advantage of the Government, technical merit, cost, and other factors considered.
- e) SAMHSA reserves the right to make a single award, multiple awards, or no award at all to the RFP. In addition, the RFP may be amended or canceled as necessary to meet SAMHSA requirements.

b. TECHNICAL PROPOSAL INSTRUCTIONS

The offeror should provide a comprehensive work plan for each objective, which includes the proposed staffing plan to meet overall task requirements. Your technical approach should be in as much detail as you consider necessary to fully explain your proposed technical approach or method. The technical proposal should reflect a clear understanding of the nature of the work being undertaken. The technical proposal must include information on how the project is to be organized, staffed, and managed. Information should be provided which will demonstrate your understanding and management of important events or tasks. Your proposal should not exceed 75 pages and font size should not be smaller than ten (10) point, exclusive of references, resumes, organizational charts, and copies of questionnaires, etc. References, resumes, organizational charts and copies of questionnaire, etc may be provided in an Appendices which should not exceed 50 pages. Resumes should not exceed 2 pages in length.

The offeror must submit a detailed proposal which includes the following:

- a. A technical approach for accomplishing all of the tasks described in the SOW;
- B. A proposed staffing plan including resumes for all key personnel (project director and other senior staff) and justification for staff assignments. Binding letters of commitment shall also be included.
- C. A work plan including a schedule for completion of all contract tasks, and a person loading chart showing the assignment of project staff to tasks



and the hours per person devoted to each task.

D. A management plan describing how tasks will be managed and coordinated including use of subcontracts and consultants, and a discussion of quality control procedures. If subcontractors are proposed, the offeror must describe the methods which the offeror will use to monitor subcontractor performance of project tasks; and

E. A description of the offeror's facilities, equipment, etc., to be used in accomplishing contract tasks.

(3) Technical Discussions

The technical discussion included in the technical proposal should respond to the items set forth below:

a) Statement of Work

(1) Objectives

State the overall objectives and the specific accomplishments you hope to achieve. Indicate the rationale for your plan, and relation to comparable work in progress elsewhere. Review pertinent work already published which is relevant to this project and your proposed approach. This should support the scope of the project as you perceive it.

(2) Approach

Use as many subparagraphs, appropriately titled, as needed to clearly outline the general plan of work. Discuss phasing of research and, if appropriate, include experimental design and possible or probable outcome of approaches proposed.

(3) Methods

Describe in detail the methodologies you will use for the project, indicating your level of experience with each, areas of anticipated difficulties, and any unusual expenses you anticipate.

(4) Schedule

Provide a schedule for completion of the work and delivery of items specified in the Statement of Work. Performance or delivery schedules shall be indicated for phases or segments, as applicable, as well as for the overall program. Schedules shall be shown in terms of calendar months from the date of authorization to proceed or, where applicable, from the date of a stated event, as for example, receipt of a required approval by the Contracting Officer. Unless the request for proposal indicates that the stipulated schedules are mandatory, they shall be treated as desired or recommended schedules. In this event, proposals based upon the offeror's best alternative schedule, involving no overtime, extra shift or other premium, will be accepted for consideration.

b) Personnel

Describe the experience and qualifications of personnel who will be assigned for direct work on this program. Information is required which will show the composition of the task or work group, its general qualifications, and recent experience with similar equipment or programs. Special mention shall be made of direct technical supervisors and key technical personnel, and the approximate percentage of the total time each will be available for this program.

**OFFERORS SHOULD ASSURE THAT THE PROJECT DIRECTOR, AND ALL OTHER PERSONNEL PROPOSED, SHALL NOT BE COMMITTED ON FEDERAL GRANTS AND CONTRACTS FOR MORE THAN A TOTAL OF 100% OF THEIR TIME. IF THE SITUATION ARISES WHERE IT IS DETERMINED THAT A PROPOSED EMPLOYEE IS COMMITTED FOR MORE THAN 100% OF HIS OR HER TIME, THE GOVERNMENT WILL REQUIRE ACTION ON THE PART OF THE OFFEROR TO CORRECT THE TIME COMMITMENT.**

(1) Project Director

List the name of the Project Director responsible for overall implementation of the contract and key contact for technical aspects of the project. Even though there may be co-investigators, identify the Project Director who will be responsible for the overall implementation of any awarded

contract. Discuss the qualifications, experience, and accomplishments of the Project Director. State the estimated time to be spent on the project, his/her proposed duties, and the areas or phases for which he/she will be responsible.

(2) Other Professionals

List all other professional personnel who will be participating in the project. Discuss the qualifications, experience, and accomplishments. State the estimated time each will spend on the project, proposed duties on the project, and the areas or phases for which each will be responsible.

(3) Additional Personnel

List names, titles, and proposed duties of additional personnel, if any, who will be required for full-time employment, or on a subcontract or consultant basis. The technical areas, character, and extent of subcontract or consultant activity will be indicated and the anticipated sources will be specified and qualified. For all proposed personnel who are not currently members of the offeror's staff, a letter of commitment or other evidence of availability is required. A resume does not meet this requirement. Commitment letters for use of consultants and other personnel to be hired must include:

-The specific items or expertise they will provide.

-Their availability to the project and the amount of time anticipated.

-Willingness to act as a consultant.

-How rights to publications and patents will be handled.

(4) Resumes

Resumes of all key personnel are required. Each must indicate educational background, recent experience, specific or technical accomplishments, and a listing of relevant publications. Resumes shall be limited to TWO (2) pages each. Any pages after two (on each resume) will not be

evaluated.

(4) Technical Evaluation

Proposals will be technically evaluated in accordance with the factors and weights as described in the Technical Evaluation Criteria.

(5) Additional Technical Proposal Information

- a) Proposals which merely offer to conduct a program in accordance with the requirements of the Government's scope of work will not be eligible for award. The offeror must submit an explanation of the proposed technical approach in conjunction with the tasks to be performed in achieving the project objectives.
- b) The technical evaluation is conducted in accordance with the weighted technical evaluation criteria by an initial review panel. This evaluation produces a numerical score (points) which is based upon the information contained in the offeror's proposal only.

(6) Other Considerations

Record and discuss specific factors not included elsewhere which support your proposal. Using specifically titled subparagraphs, items may include:

- a) Unique arrangements, equipment, etc., which none or very few organizations are likely to have which is advantageous for effective implementation of this project.
- b) Equipment and unusual operating procedures established to protect personnel from hazards associated with this project.
- c) Other factors you feel are important and support your proposed project.
- d) Recommendations for changing reporting requirements if such changes would be more compatible with the offeror's proposed schedules.

c. BUSINESS PROPOSAL INSTRUCTIONS

(1) General

The offeror shall submit as part of its proposal a separate enclosure

entitled “Business Management and Cost/Price Proposal.” One business proposal with original signature plus the number of copies requested in the RFP cover letter shall be submitted.

**SPECIAL NOTE: PLEASE PROVIDE BUDGETS AS FOLLOWS: A 12-MONTH BUDGET FOR EACH YEAR OF THE CONTRACT, INCLUDING OPTION YEARS, A SEPARATE BUDGET FOR EACH ADDITIONAL QUANTITY OPTION, AND A CUMULATIVE BUDGET. IT IS ANTICIPATED THAT A COST PLUS AWARD FEE TYPE CONTRACT WILL BE AWARDED. IN ADDITION, PLEASE PROVIDE WITH YOUR PROPOSAL, A DISKETTE CONTAINING A WORD PERFECT (6.1) FILE CONTAINING NARRATIVE SUPPORTING EACH BUDGET LINE ITEM AND A LOTUS (Release 5) FILE CONTAINING THE BUDGET SPREADSHEETS.**

- a) As appropriate, cost breakdowns shall be provided for the following cost elements:

(1) Direct Labor

The estimated cost for all personnel who will be assigned for direct work on this project shall be included. **Give the name, title, percent of effort or time, salary and fringe benefits, for each employee.**

Provide a time-phased (e.g., monthly, quarterly, etc.) breakdown of labor hours, rates, and cost by appropriate category. Key personnel will be separately estimated as above and identified. Give the basis for the estimates in each case.

Salary increases that are anticipated during performance of a resultant contract should be proposed as a cost. **If escalation is included, state the degree (percent) and methodology, e.g., annual flat rate applied to a base rate as of a specific date or a mid-pointed rate for the period of performance.** State whether any additional direct labor (new hires) will be required during the performance period of this procurement. If so, state the number required and anticipated date of hire. Also, specify the month and day on which your fiscal year commences, and the number of hours in your organization’s work year.

(2) Supplies and Equipment

Include description, unit price, quantity, total price,

justification for purchasing or leasing items and the basis for pricing (vendor quotes, invoice prices, etc.).

(3) Travel

The amount proposed for travel shall be supported with a breakdown which includes purpose, destination, duration, and estimated cost (transportation and per diem) for each proposed trip. If travel costs are proposed on the basis of your organization's established travel policy, a copy of the policy must be provided.

(4) Consultants

This element should include names(s) of consultant, number of days, and daily rate. **The method of obtaining each consultant, either sole source or competitive, and the degree of competition or the rationale for sole source shall be explained. Commitment letters should be provided for each named consultant.**

(5) Subcontract

If subcontractors are proposed, please include a commitment letter from the subcontractor detailing:

- a) Willingness to perform as a subcontractor for specific duties (list duties).
- b) What priority the work will be given and how it will relate to other work.
- c) The amount of time and facilities available to this project.
- d) Information on their cognizant field audit offices.
- e) How rights to publications and patents are to be handled.
- f) A complete cost proposal in the same format as the offeror's cost proposal.
- g) For each subcontract over \$500,000, the support should provide a listing by source, item, quantity, price, type of subcontract, degree of competition, and basis for establishing source and reasonableness of price, as well as the result of review and evaluation of subcontract proposals when required by FAR 15.806.

(6) Other Direct Costs

Any proposed other direct costs shall be supported with breakdown outlining the separate costs proposed and details supporting the formulation of the costs proposed. A signed agreement between the offeror and any personnel other than direct employees that includes dates of employment, salary, and specific tasks to be performed should be included.

(7) Indirect Costs

Indicate how you have computed and applied indirect costs, and provide a basis for evaluating the reasonableness of the proposed rates. Where a rate agreement exists, provide a copy.

(8) ADP Costs

You are required to complete the **Elements of ADP Cost by Year Form** which is included as an attachment to the solicitation. Costs referenced on this form have to be reconciled with ADP costs/effort in your proposal in order that this office can readily identify one with the other.

(9) Other Costs

List all other costs not otherwise included in the categories described above (e.g., computer services, consultant services) and provide basis for pricing.

- b) As part of the specific information required, the offeror must submit with offeror's proposal (or with the revised proposal if this is a "Just In Time" procurement), and clearly identify as such, cost or pricing data (that is, data that are verifiable and factual and otherwise as defined at FAR 15.801). In addition, submit with the proposal any information reasonably required to explain your estimating process, including--

- (1) The judgmental factors applied and the mathematical or other methods used in the estimate, including those used in projecting from known data; and

- (2) The nature and amount of any contingencies included in the proposed price.
- c) There is a clear distinction between submitting cost or pricing data and merely making available books, records, and other documents without identification. The requirement for submission of cost or pricing data is met when all accurate cost or pricing data reasonably available to the offeror have been submitted, either actually or by specific identification, to the Contracting Officer or an authorized representative. As later information comes into the offeror's possession, it should be promptly submitted to the Contracting Officer. The requirement for submission of cost or pricing data continues up to the time of final agreement on price.
- d) By submitting a proposal, an offeror, if selected for negotiation, grants the Contracting Officer or an authorized representative the right to examine those books, records, documents, and other supporting data that will permit adequate evaluation of the proposed price. This right may be exercised at any time before award.
- e) If required by the Contracting Officer, after final agreement on price, but before the award resulting from the proposal, the offeror shall, under the conditions stated in FAR 15.804-4, submit a Certificate of Current Cost or Pricing Data.

F) Royalties

The offeror shall furnish information concerning royalties which are anticipated to be paid in connection with performance of work under the proposed contract.

G) Financial Capacity

The offeror shall indicate if it has the necessary financial capacity, working capital, and other resources to perform the contract without assistance from any outside source. If not, indicate the amount required and the anticipated source.

H) Incremental Funding

Incremental Funding is applicable to this RFP. An incrementally funded cost-reimbursement contract is a contract in which the total work effort is to be performed over a multiple year period and



funds are allotted, as they become available, to cover discernible phases or increments of performance. The incremental funding technique allows for contracts to be awarded for periods in excess of one year even though the total estimated amount of funds expected to be obligated for the contract are not available at the time of the contract award. If this requirement is specified elsewhere in this RFP, the offeror shall submit a cost proposal for each year. In addition, the following provisions are applicable:

Sufficient funds are not presently available to cover the total cost of the complete multiple year project described in this solicitation. However, it is the Government's intention to negotiate and award a contract using the incremental funding concepts described in the clause entitled "Limitation of Funds." Under that clause, which will be included in the resultant contract, initial funds will be obligated under the contract to cover an initial period of performance. Additional funds are intended to be allotted from time to time, to the contract by contract modification, up to and including the full estimated cost of the contract, to accomplish the entire project. While it is the Government's intention to progressively fund this contract over the entire period of performance up to and including the full estimated cost, the Government will not be obligated to reimburse the Contractor for costs incurred in excess of the periodic allotments, nor will the Contractor be obligated to perform in excess of the amount allotted.

The "Limitation of Funds" clause to be included in the resultant contract shall supersede the "Limitation of Cost" clause found in the General Clauses.

I) Subcontractors

If subcontractors are proposed, please include a commitment letter from the subcontractor detailing:

- a) Willingness to perform as a subcontractor for specific duties (list duties).
- b) What priority the work will be given and how it will relate to other work.
- c) The amount of time and facilities available to this project.
- d) Information on their cognizant field audit offices.

- e) How rights to publications and patents are to be handled.
- f) A complete cost proposal in the same format as the offeror's cost proposal.

## V. EVALUATION FACTORS

### 1. GENERAL

- A. The technical proposal will receive paramount consideration in the selection of the Contractor(s) for this acquisition. In the event that the technical evaluation reveals that two or more offerors are approximately equal, then cost may become a significant factor in determining award. In any event, the Government reserves the right to make an award that is most advantageous to the Government, cost and other factors considered.

The evaluation will be based on the demonstrated capabilities of the prospective Contractors in relation to the needs of the project as set forth in the RFP. The merits of each proposal will be evaluated carefully. Each proposal must document the feasibility of successful implementation of the requirements of the RFP. Offerors must submit information sufficient to evaluate their proposals based on the detailed criteria listed below.

- B. The Government intends to evaluate proposals and award a contract without Discussions. Therefore, each initial offer should contain the offeror's best terms from a cost or price and technical standpoint. However, the Government reserves the right to conduct discussions/negotiations if it is determined to be necessary.

- C. The Contracting Officer/Specialist will, in concert with program staff, decide which proposals are in the competitive range. The Government reserves the right to include only those offers who have a good chance of award.

- d. All proposals will be reviewed in accordance with the governing regulations and SAMHSA policies and procedures. Each proposal will be evaluated on the likelihood of meeting the Government's requirements. The evaluation will be based on the technical and administrative capabilities in relation to the needs of the program and each task and the reasonableness of costs shown in relation to the work to be performed. The evaluation factors contained in this solicitation are those that will be applied in the evaluation of each technical proposal including the assigned weight given to each factor.

### 2. EVALUATION CRITERIA

### ASSIGNED WEIGHT

Your proposal will be evaluated on the likelihood of meeting the Government's objectives. The evaluation will be based on the technical and administrative capabilities in relation to the needs of the project/or task and the reasonableness of costs shown in relation to the work to be performed. The following criteria are those that will be applied in the evaluation of your technical proposal. The assigned weight of each factor is shown below.

**Technical Evaluation Criteria**  
Underage Drinking Prevention Public Education Campaign

Criteria	Weight
<b>1. Understanding the Problem</b>	<b>10</b>
The offerors should demonstrate a thorough understanding of the scope and complexity of underage alcohol use and abuse. In addition, the offerors should demonstrate their ability to apply state-of-the-art social marketing and health promotion principles as they apply to underage drinking substance abuse prevention. These principles should include target audience analysis, concept development, strategy development and testing, packaging, promotion, distribution and assessment, etc.	
<b>2. Technical Proposal</b>	<b>45</b>
The offeror should present a detailed plan and description demonstrating their ability in the following:	
A. Design - This criteria is considered more essential than implementation and shall be considered in the weighting of this evaluation.	
3. use of social marketing knowledge, creativity, innovation, appeal, usefulness, and credibility;	
4. use of focus testing capabilities and logistics;	
5. a thorough demonstration in the ability to develop materials that are cultural appropriate in gender, ethnicity, socioeconomic, language, etc;	
6. use of graphic and audio-visual production support for underage drinking prevention, substance abuse, or other related health services;	
7. demonstrated expertise in the ability to work with racial ethnic communities and populations;	
8. clarity of task plan, milestones and deliverables;	
9. anticipated major difficulties and problem areas, and potential strategies to meet these challenges;	
10. provision of a sample portfolio demonstrating the capability for production of high quality plans, products, and materials.	
B. Implementation	
1. a thorough demonstration in the ability to work with racial ethnic communities and populations;	
2. clarity of task plan, milestones and deliverables;	

3. anticipated major difficulties and problem areas, and potential strategies to meet these challenges;
4. expertise in working with large national groups.

### 3. **Personnel**

**30**

The offerors should demonstrate the appropriateness of staff based on the following:

1. adequacy of the proposed staff time (staff loading chart is considered essential);
2. propriety of personnel classification (professional, technical) and a staff-loading chart;
3. Project Director expertise/experience managing projects of similar scope and requirements;
4. project staff's experience and demonstrated proficiency in working with other racial ethnic communities and populations and cultural sensitivity;
5. staff experience in working with Federal, State, and local policymakers on underage alcohol abuse, and other health related issues;
6. knowledge and experience in underage alcohol prevention messages, and the targeted audience;
7. knowledge and experience in social marketing concepts;
8. depth of experience in editing culturally sensitive materials on underage drinking, substance abuse prevention and other health related issues, tracking and monitoring of written materials at various stages of development, desktop publishing, microcomputer skills, publication clearances, graphic design.

### 4. **Corporate/Management Capability** **15**

Proposed management/organization plan should demonstrate:

- demonstrated corporate experience in managing project of similar size, scope, and content;
- clear lines of authority and responsibility;
- quality control procedures to assure that project deliverables are maximally useful to the organizations that receive them;
- corporate approach to cultural competence issues;
- clear articulation of any subContractor relationships.

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**EVALUATION OF OPTIONS CLAUSE FAR 52.217-5**

Except when it is determined in accordance with FAR 17.206(b) not to be in the Government's best interests, the Government will evaluate offers for award purposes by adding the total price for all options to the total price for the basic requirement. Evaluation of options will not obligate the Government to exercise the options.

**PROPOSAL INTENT RESPONSE SHEET**

**\*\* Offerors are requested to complete this form and fax it to 301/594-0535 if they intend to submit an offer in response to this solicitation. This form should be submitted not later than July 19, 2001. \*\***

Title: Underage Drinking Prevention Public Education  
Campaign SAMHSA No. 277-01-6074

PLEASE REVIEW THE ATTACHED REQUEST FOR PROPOSAL. FURNISH THE INFORMATION REQUESTED BELOW AND RETURN THIS PAGE BY THE EARLIEST PRACTICABLE DATE, BUT NOT LATER THAN **July 19, 2001**

=====

☐ DO INTEND TO SUBMIT A PROPOSAL

☐ DO NOT INTEND TO SUBMIT A PROPOSAL FOR THE  
FOLLOWING REASONS:

\_\_\_\_\_  
\_\_\_\_\_

COMPANY/INSTITUTION NAME: \_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

TYPED NAME AND TITLE: \_\_\_\_\_

DATE: \_\_\_\_\_

RETURN TO:

Substance Abuse and Mental Health Services Administration

Division of Contract Management

**Attention: Kristen Mistichelli**

Rockwall II Bldg., Suite 640

5600 Fishers Lane

Rockville, MD 20857

FAX TO: 301-594-0535 (If faxing, please call (301) 594-3287 to ensure that fax is received.)

PART II - CONTRACTOR'S REPLY:

RFTOP# 14 TITLE: Underage Drinking Prevention Public  
Education Campaign SAMHSA No. 277-01-6074

TO # NICS-\_\_\_\_\_ CONTRACT #263-01-D-0\_\_\_\_\_

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method: CPFF

TOTAL ESTIMATED NUMBER OF HOURS:

FOR THE CONTRACTOR: \_\_\_\_\_  
Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS  
FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS  
REASONABLE.

Billing Reference # \_\_\_\_\_

Appropriations Data: \_\_\_\_\_

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED: \_\_\_\_\_  
FAX # Signature - Project Officer Date

APPROVED: \_\_\_\_\_  
FAX # Signature - Contracting Officer Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE TASK ORDER AMOUNT WITHOUT THE  
WRITTEN APPROVAL OF THE CONTRACTING OFFICER & ICS COORDINATOR

APPROVED: \_\_\_\_\_  
Signature -Anthony M. Revenis, J.D., NIH-ICS Coordinator Date